

COLLECTING COPY

Find some examples of copywriting that you think are effective.

Keep them for comparison later when you have progressed more through the course. You may find that your idea of what good copy is will evolve!

HOW TO CREATE A KILLER COPY COLLECTION

JOURNAL

Write down what speaks to you.

Whether you thought of it yourself or just happened to stumble upon it, write down what wowed you. Cut and paste from printed ads, too.



SWIPE FILE

Clip digital samples to create a swipe file.

There's loads of resources available to help you save and organize things you find online. One of our favorites is Evernote. It's free and so easy to use.



**DOWNLOAD
EVERNOTE
FOR FREE**



Avoid plagiarism.

Be careful to use your saved samples as inspiration only. Study the techniques used and apply them to your own writing.



Swipe This!

by Murray Lunn

Never run out of ideas again. Learn how to find, collect, and organize great copy like a pro, and use your competitor's great ideas to your advantage.

[On Amazon](#)